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*The*  
AMERICAN  
WOMAN'S LEAGUE  
AND THE  
PEOPLES UNIVERSITY



• UNIVERSITY • CITY • ST. LOUIS • MISSOURI •



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May, 1910

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51



## Contents

	Page		Page
Academy of Fine Arts—		Horticulture.....	35
General Information.....	17	Journalism.....	29
Applied Arts and Crafts.....	23	Kindergarten.....	30
Ceramics.....	23	Landscape Gardening.....	35
Drawing and Painting.....	19	Languages, Modern.....	33
Sculpture and Design.....	21	Music.....	24-25, 30
American Woman's League—		Painting.....	19
Plan and Purpose.....	11-13	Penmanship.....	27
Benefits of Membership.....	13, 44	Photography.....	34
How to Become a Member.....	44-45	Poultry Culture.....	35
Form of Organization.....	42	Sculpture.....	21
Source of Income.....	13, 45	Shorthand.....	27
Board of Trustees.....	5	Teachers' Training Courses.....	26
Chapter Houses.....	38-41	Typewriting.....	27
Correspondence Courses—		Veterinary Science.....	35
General Information.....	14	Correspondence Instruction, Value of.....	14-15
Agriculture.....	35	Faculty.....	6-9
Applied Arts and Crafts.....	23	Founder's Chapter.....	42
Arithmetic of Business.....	27	Honor Courses—	
Automobile Engineering.....	36	General Information.....	14
Bee Culture.....	35	In Art.....	17-23
Bookkeeping.....	27	In Journalism.....	29
Ceramics.....	23	In Photography.....	34
Civil Service.....	36	Law Department.....	42
College Preparatory.....	27	Lewis Publishing Company.....	47
Commercial English.....	27	Magazines, Class A.....	48
Commercial Law.....	27	Peoples Savings Trust Company.....	47
Dictation.....	27	Peoples University—	
Domestic Science.....	31	General Information.....	14-15
Drawing.....	19	Affiliated Schools.....	15
Dressmaking.....	34	Publishers' Committee.....	5
Floriculture.....	35	University City.....	43
Forestry.....	35	Woman's National Exchange.....	43
Grammar Grade Courses.....	30		

RESOLUTIONS OF THE BOARD OF PUBLISHERS

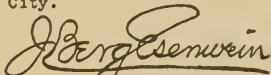
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WHEREAS the Publishers' Committee of the American Woman's League assembled at its first regular meeting in New York on April 26th, 1910, has carefully studied the aims, methods and management of the League, and is convinced of the underlying and thoroughly genuine sincerity and practicability of the management and plans of the League, and of the far-reaching value of the opportunities offered to the women of America; it is, therefore,

RESOLVED, that the Committee unanimously desires to give strong expression to the confidence felt by each member in Mr. E. G. Lewis and his associates in the conduct of the League past and present, in their honesty of purpose, and in their efficiency of management; and it is further

RESOLVED, that the Committee unanimously pledges its hearty support in the furtherance of the League's plans, and recommends to each periodical of Class A that the accomplishments and purposes of the League be made more widely known by co-operative publicity, and to the end that the women of this country may realize and understand the splendid opportunities which the League offers at no expense of money and at a nominal expense in time or service; and it is further

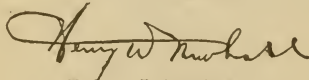
RESOLVED, that a copy of these resolutions be transmitted to every periodical associated with the League and to the officers of the League at University City.

  
Lippincott's Magazine.

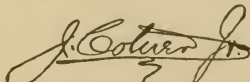
  
Success Magazine.

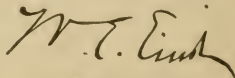
  
The Pacific Monthly.

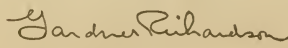
  
The Housewife.

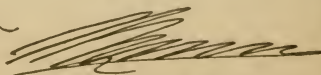
  
Modern Priscilla.

  
Pearson's Magazine.

  
The American Boy.

  
The World To-day.

  
The Independent.

  
Little Folks.

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All correspondence should be addressed to The American Woman's League, and not to the heads of departments.

# The Peoples University

## FACULTY

**GEORGE JULIAN ZOLNAY, Director Division Modeling and Sculpture.**

Honor Graduate of Imperial Academy of Fine Arts, Vienna, and Royal Art Academy of Bucharest; winner of gold medals in America, grand prize of the Vienna Art Academy; decorated by the King of Roumania. Principal works found in Vienna, Budapest, Bucharest, San Francisco, Nashville, and University City.

**RALPH CHESLEY OTT, Director Division Drawing and Painting.**

Student John Fry, Benjamin Constant, Jean Paul Laurens, Paris; Honor Student leading European Academies; Principal mural decorations in Florence, Paris, Madrid, New York, Chicago, Missouri State Capitol, Woman's Magazine and National Daily Buildings of The Lewis Publishing Company.

**M. TAXILE DOAT, Director Division Ceramic Arts.**

Knight of the Legion of Honor; Officer of Public Instruction in France; for 30 years leading ceramic artist of the great Sevres art potteries of France; Author of works on Ceramics.

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Editor Ceramic Studio; Artist.

**WILLIAM LAIRD TURNER, Director Division of Textiles.**

Head designer and general manager in largest tapestry mills in the United States and Europe; for ten years Head of Department of Jacquard Design, Fabric Analysis and Color Harmony, Philadelphia Textile School and School of Industrial Art, Philadelphia; Author of Treatise on Damask Designing and Manufacture for last edition of Eney-clopedia Americana, etc., etc.

**FREDERICK H. RHEAD, Instructor in Pottery.**

Instructor in pottery decoration and design, English Government Art Schools; Art Director Wardle Art Pottery, Staffordshire, England, and Rozane Potteries, Zanesville, Ohio

**KATHRYN E. CHERRY China Decoration.**

Student St. Louis Art School, Wm. M. Chase, Paul Cornoyer, Marshall Fry, Arthur Dow, Dawson Watson; gold medal, World's Fair, St. Louis.

**EMILE DIFFLOTH, Ceramic Chemistry.**

Formerly La Louviere Pottery, Belgium.

**EUGENE LABARRIERE, Ceramic Artizan.**

**ANSON K. CROSS, Elementary Drawing.**

Instructor in the Massachusetts Normal Art School, and in the School of Drawing and Painting, Museum of Fine Arts, Boston; Author of "Free-hand Drawing," "Light and Shade," "Free-hand Perspective," and a Series of Text and Drawing Books for the Public Schools

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Formerly Managing Editor Times-Herald, Dallas, Texas; General Manager St. Louis Star; Director Lewis Publishing Company.

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Superintendent Public Schools; Principal Normal School; Director Correspondence School, Washington University; Author, "Outlines of American History."

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Co-translator with Victor Betis of The Art of Teaching and Studying Languages, by Francois Gouin; Collaborator with Victor Betis in French, Italian, Spanish, and German series of text-books on The Gouin Language Method; formerly Professor of Languages at the University of Pekin; Professor of Languages at the University of Tokio; Lecturer for the London County Council.

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Associate Principal of The Principia, St. Louis.

**JENNIE A. WHITBECK**, Director Department of Business Instruction.

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Instructor in The Chicago Kindergarten College.

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**MARY MEEKER TAYLOR**, Instructor in Physical Training.

Assistant in Department of Physical Training, University of Nebraska; Physical Director Nebraska Wesleyan University; Physical Director Y. W. C. A., Omaha.

**GERTRUDE L. PRACK**, Instructor in German.

Formerly Instructor in German, Correspondence School, Washington University.

**AUGUSTA ISAACS**, Instructor in English.

Formerly Instructor in English, St. Charles High School.

**ADELE GARRELS**, Instructor in Science.

Formerly Instructor in Science, Clayton High School.

**FANNIE E. HUGHEY**, Color Music for Children.

Director The Hughey School of Music, St. Louis.

**ANNA KOPPEL**, Instructor in Kindergarten Department.

Formerly Assistant in Cleveland Public Schools; Assistant in Social Settlement Kindergarten; Director in Chicago Kindergarten; Director in Gary Public Schools.

**GEORGIA SHORE**, Instructor in Shorthand.

**ANNA MARGARET REYNOLDS**, Instructor in Bookkeeping.

**EUGENIA C. BAUER**, Assistant in Shorthand.

**JANE HUDLER**, Assistant in Mathematics.

**MABEL E. FLEMING**, Registrar.

The following are members of the Faculty in absentia who are preparing courses of instruction in the fields in which they are specialists:

**HENRY C. WALKER**, Penmanship.

Formerly Penmanship Instructor in Little Rock University and in various business colleges and parochial schools; Supervisor of Penmanship in St. Louis Public Schools; Author of works on Penmanship.

**PHILO MELVYN BUCK, JR.**, Literature.

Head of Department of Literature, McKinley High School, St. Louis; Author of numerous works on Literature.

**CHARLES H. MCGUIRE**, Arithmetic of Business.

Formerly Instructor Wesleyan University, Salina, Kansas; High School, Augusta, Maine; Public Accountant.



## American School of Home Economics, Chicago

**MAURICE Le BOSQUET, S. B.**

Mass. Institute of Technology; American Public Health Association; American Chemical Society.

**S. MARIA ELLIOTT.**

Instructor in Household Economics, Simmons College; formerly Instructor in Bacteriology, School of Housekeeping, Boston; Author, Lecturer.

**ALFRED CLEVELAND COTTON, A. M., M. D.**

Professor Diseases of Children, Rush Medical College, University of Chicago.

**ISABEL BEVIER, Ph. M.**

Professor of Household Science, University of Illinois; Author of U. S. Government Bulletins, etc.

**BERTHA M. TERRILL, A. M.**

Professor of Home Economics, University of Vermont; Author of U. S. Government Bulletins.

**ANNA BARROWS.**

Instructor in Cookery, Teachers' College, Columbia University; Director Chautauqua School of Cookery.

**KATE HEINTZ WATSON.**

Formerly Instructor in Domestic Economy, Lewis Institute; Graduate Armour Institute of Technology.

**MARGARET E. DODD, S. B.**

Teacher of Science, Woodward Institute, Quincy, Mass.; Graduate Massachusetts Institute of Technology.

**AMY ELIZABETH POPE.**

Instructor in Practical and Theoretical Nursing, Training School for Nurses, Presbyterian Hospital, New York City.

**MARION FOSTER WASHBURN.**

Editor of The Mother's Magazine; Author Every Day Essays, etc

**MARTHA VAN RENSSELAER.**

Director of Cornell Reading Course for Farmers' Wives, Cornell University.

**CHARLOTTE M. GIBBS, A. B.**

Instructor in Charge of Textile Work, University of Illinois.

**MABEL T. WELLMAN, A. B.**

Director of Domestic Science, Lewis Institute, Chicago.

**MARTHA B. HOLMES, S. B.**

Instructor, University of Chicago.

**NETTIE U. COTTON.**

Formerly Trained Nurse.

**MARGARET GLEASON, A. B.**

Supervisor of Domestic Arts, Davenport, Iowa.

**JENNIE H. SNOW, M. S.**

Instructor in Home Economics, University of Chicago.

**ELIZABETH C. SPRAGUE.**

Graduate Framingham Normal School; Instructor in University of Chicago.

---

## Home Correspondence School, Springfield, Mass.

### Department of Agriculture

**WILLIAM P. BROOKS, B. S., Ph. D., Principal of Agricultural Department.**

Massachusetts Agricultural College, B. S.; Halle, Ph. D.; Professor of Agriculture and President ad interim Imperial College of Agriculture, Japan; Member American Association for the Advancement of Science; Author of three-volume work on Agriculture; now Lecturer on Agriculture in the Massachusetts Agricultural College and Director and Agriculturist of the Massachusetts Agricultural Experiment Station.

**JOHN CRAIG, B. S., M. S., Horticulture.**

Iowa State College, B. S.; Assistant Director of the United States Experiment Station for Iowa, 1887-1889; Horticulturist to the Dominion Experiment Farms, Canada, 1889-1897; Cornell University, M. S., 1898; Chair of Horticulture and Forestry, Iowa State College, 1898-1900; Director of Extension Teaching in Agriculture, Cornell University, 1900-1903; Professor of Horticulture, Cornell University, since 1903; Editor of the National Nurseryman.

**CHARLES K. GRAHAM, Poultry Culture.**

Graduated from Albert College, Ontario; interested in poultry enterprises; three years in the West as buyer for one of the leading New York houses; three years in a poultry-packing establishment in Chicago; buyer for the English markets; Professor of Poultry Culture, Connecticut Agricultural College, 1904-1908; now Director of Agricultural Department, Hampton Institute, Va.]

**JAMES B. PAIGE, D. V. S., Veterinary Science.**

Massachusetts Agricultural College, B. S., 1882; Montreal Veterinary College, V. S., 1888; Veterinary Practitioner, 1888-1890; Post-graduate student, McGill University, 1891; D. V. S., Faculty of Comparative Medicine and Veterinary Science, McGill University, 1892; Professor of Veterinary Science, Massachusetts Agricultural College, since 1890; studied in Royal Veterinary Institute and Munich University one year, 1895-1896; Member American Veterinary Medical Association; Member Montreal Veterinary Medical Association; Member Montreal Society for the Study of Comparative Psychology; Veterinarian Massachusetts State Board of Agriculture; Member Massachusetts Veterinary Medical Association; Veterinarian Hatch Experiment Station.

**HERBERT W. CONN, Ph. D., Bacteriology.**

Boston University, A. B.; Johns Hopkins, Ph. D.; Author of many works on Bacteriology and on Human Physiology; Specialist in the Bacteriology of Dairy Products; now Professor of Biology in Wesleyan University.

**RAY L. GRIBBEN, B. S., Instructor in Agriculture.**

Iowa State College, B. S.; Member Stock Judging Team, Iowa State College, 1905; Assistant in Animal Husbandry, Iowa State College, 1906-1907; Professor of Animal Husbandry, Massachusetts Agricultural College, since 1907.

**Civil Service Department**

**W. STANWOOD FIELD, Principal of Civil Service Department.**

Graduate of State Normal School, Farmington, Me.; Special student at Harvard; Courses in Teachers' School of Science; Courses in Harvard Summer School; Principal of Schools in Maine and Massachusetts; now Sub-master Lewis School, Boston, and Master Comins Evening School, Boston; for several years Instructor in Civil Service Classes at the South Boston Evening High School.

**ADELBERT H. MORRISON, E. E.**

Graduated from Tufts College as Electrical Engineer, 1894; Post-graduate student at Tufts College, 1895; Sub-master, High School, Spencer, Mass., 1895-1896; Instructor in Mathematics, High School, Lawrence, Mass., 1896-1898; Master, Rollins Grammar School, Lawrence, Mass., 1898-1900; Master, Devotion Grammar School, Brookline, Mass., 1900-1904; Sub-master, Mechanic Arts High School, Boston, Mass., since 1904; for several years Instructor in Civil Service Classes of the Boston Evening Schools.

**JOSEPH A. EWART, A. B.**

Boston University, A. B.; Teacher and Principal of Public Schools in Eastern Massachusetts since 1893; now Principal of the Phillips School, Salem, Mass.; for many years an Instructor in the Civil Service Classes of the Boston Evening Schools.

**Women's College of Scientific Dressmaking, LaCrosse, Wis.**

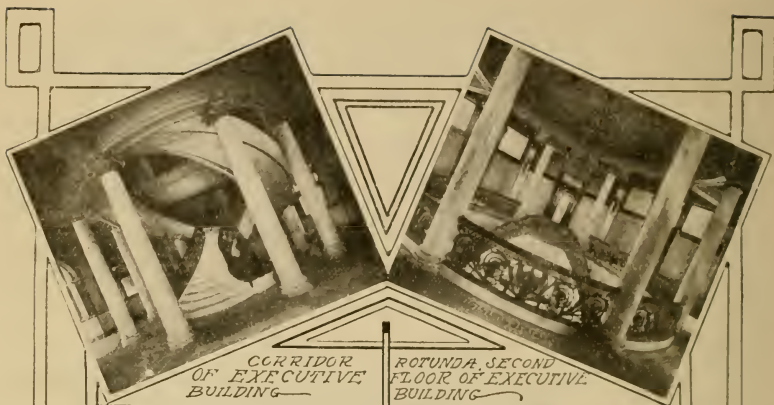
ELLA BEARDSLEY, President.

**Root School of Bee Culture, Medina, Ohio**

ERNEST R. ROOT, President.

**New York School of Automobile Engineers, New York**

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EXECUTIVE BUILDING OF THE AMERICAN WOMAN'S LEAGUE.  
AND THE LEWIS PUBLISHING COMPANY.

# THE AMERICAN WOMAN'S LEAGUE

## • ITS PLAN • PURPOSE •

More interesting than anything in fiction—more important than any event for years in the world of business or of education—is the story of the wonderful growth and success of The American Woman's League. This, doubtless, is a strong statement, but read the story for yourself and then judge whether it is not justified by the facts.

Less than two years ago The American Woman's League was only an idea existing in one man's mind. Today it is a powerful national organization with a membership of tens of thousands, and numbering in its ranks ambitious, intelligent men and women in every walk of life. In more than 900 towns throughout the country, the League has organized strong Local Chapters—these chapter organizations being entirely in addition to the vast scattered membership in towns and villages where no Chapters have been established. For a large number of the Chapters, the League has built beautiful club houses, the total amount represented by the houses already built, in process of erection, and practically qualified for, being approximately \$200,000. The first of the League's great central University buildings has been built at a cost of \$125,000. The foremost teachers, artists, sculptors, ceramists, and linguists of Europe and America, have been called together and are sending their instruction into the homes of the thousands of League members. The pay-roll of the teaching staff alone is now \$100,000 per year. In addition to its central University, five independent correspondence schools—each the leader in its field—are allied with the League, giving their instruction free of charge to members and their minor children. Over 100 magazines of national standing and circulation are lending their power and influence to the League. The gross income of the League has already reached a rate of several million dollars a year.

The reason for this remarkable success is not far to seek. The League has behind it a purpose, an ideal, and a usefulness of the highest nature. It places within the reach of all ambitious men and women the widest possible opportunity for themselves and their children, giving them the assistance and advantages of a mighty national organization, great educational institutions, and beautiful local club houses.

**Cause of  
its Success**

All this has been accomplished, not through charity or philanthropy of any kind, but by the united effort of a multitude, each member doing a little part under a simple, well-organized business plan. Although not a dollar need be spent by any member, the League makes no pretense of giving "something for nothing." For every service rendered to its members, a corresponding service is required of the members. This service, however, is one that can be performed in spare time by anyone; and in return each member





Trustees, Officers, and Department Managers of The American Woman's League.



receives more valuable benefits than could be obtained in any other way.

Explained in the simplest, briefest way possible, this is the plan and purpose of the League:

The American Woman's League is a national organization composed of women as beneficiary members and men as honorary members, working together for the purpose of securing educational, financial, and social advantages. It is a simple business organization, founded on sound, safe, carefully-worked-out business principles. Any woman or any man of the white race may become a member upon compliance with the membership requirement.

Beneficiary and honorary members of the League are entitled to free instruction by correspondence in all departments of The Peoples University and affiliated schools. Minor children of both beneficiary and honorary members

are also entitled to free instruction. The courses of instruction of The Peoples University are so complete that it gives to League members and their children, in their own homes, a complete education from the kindergarten to the college; and also affords a specialized training in the arts, professions, and industries. Residence instruction in a number of the branches is also given by the University.

In addition to the educational advantages afforded individual members, fifteen or more members in a town may join together and organize a Local Chapter. As soon as each Chapter complies with certain conditions, the League builds for it a handsome club or chapter house, which becomes the center of culture and social life of the town. Besides the advantages provided by The Peoples University and the Local Chapters, members also enjoy the use of the League's other institutions, such as the Law Department and the Woman's Exchange. From time to time, as the income of the organization grows, various other benefits will be added.

The revenue for carrying on the far-reaching work of The American Woman's League is obtained through the co-operation of its members with the magazine publishers of the country. It is thus founded on a self-supporting business basis which in itself is a potent educational influence—the wider spread of good literature in the form of the high-class magazines.

**Source of  
Income**

The amount spent in the United States for magazines is estimated to be between fifty and sixty millions of dollars every year. Under former wasteful competitive methods, the publishers were compelled to spend the greater part of this vast sum for premiums, prizes, and commissions in order to secure the subscriptions. Under the plan of the League, each publication listed with the League pays into its treasury one-half of the total subscription income which it derives through the organization—in addition to giving the League free advertising space.

Thus, a very large share of the enormous sum which was formerly spent for trivial commissions and premiums is now being paid to the League for the life-long benefit of its members. At the same time the subscription business is being raised to the high plane of a grand educational and social movement, opening to tens of thousands of homes valuable advantages and opportunities which in the past they were unable to obtain. What these advantages and opportunities are, and how you may secure them, is told in the following pages.

# THE PEOPLES UNIVERSITY

The purpose of The Peoples University of the League is twofold: First, by means of its correspondence instruction in almost every department of human activity, it brings the advantages of education to all League members and their minor children, carrying these advantages direct to the home of the member, wherever he or she may live, without loss of time or interference with other duties and—most important of all—without a penny of expense for tuition.

Second, in a number of the branches, it aims to select those students who manifest unusual ability during the correspondence instruction, and bring them to University City for one year's personal attendance under the ablest teachers. The students so honored are selected by means

**Honor Courses** of frequent competitive examinations which are open to all, but are so strict in their requirements that only those possessing a high degree of ability can qualify. A salary sufficient for support is paid by the League to such students during the year of residence instruction. At the present time, these honor courses are available in the various branches of the Art Academy; they will also be offered in the near future, in a number of the other branches, notably music and journalism.

The correspondence courses offered free of charge to League members and their minor children, by The Peoples University and its affiliated schools, are many and varied. They include elementary courses and every subject taught in the best high schools. They include the fine and applied

**Correspondence Courses** arts. They include special courses for the housewife and mother. They include courses for the young man or young woman who must earn a livelihood in the field of business.

They include courses to prepare young men and women to become teachers, as well as general method courses for those who are already engaged in teaching. They include special courses for the man or woman on the farm. They also include an unequalled course in music, so simple, accurate, and clear that it appeals to all classes. In a word, the University has something of value to offer everyone. And, be it understood, you are not confined to one course; each member, as well as the minor children of the member, may take as many courses as desired without a penny of expense for tuition.

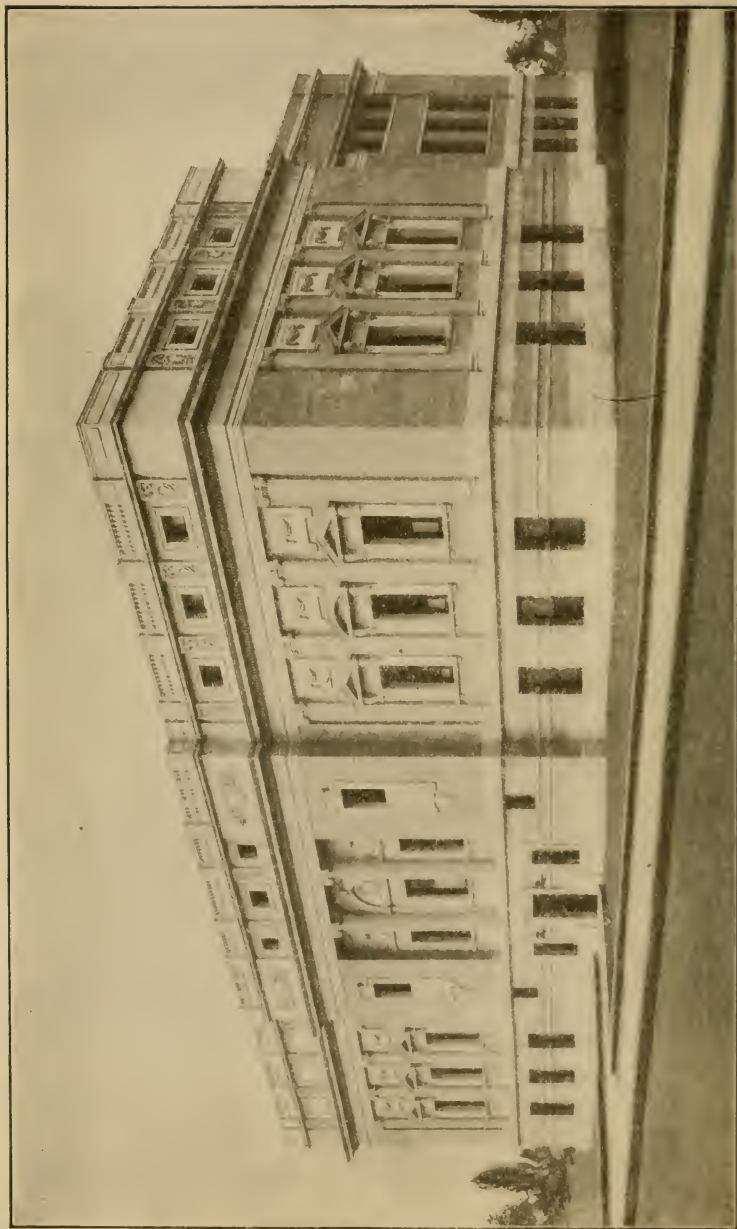
Correspondence instruction has established itself as the greatest educational movement of this generation. Today nearly thirty of the leading universities offer some such form of instruction. More students are pursuing courses of study by mail than are in personal attendance in all the colleges in the country. Every student of The Peoples University or affiliated schools comes under the direction of competent instructors who help him to select his work, guide and assist him in the preparation of his lessons, and correct the written results of his study. The correspondence method develops self-reliance and imparts accuracy

and clearness of knowledge from the very fact that the student must give time and thought to working out problems for himself that he might otherwise leave to his instructor. He does all the work himself and has every lesson corrected by his instructor, thereby making the work personal and individual. He may advance as fast or as slowly as he chooses, and his progress is limited only by his ability and the length of time he can give to study.

The Peoples University employs only the best instructors and offers courses of the very highest grade. The courses are so arranged that the students may begin at any point their preparation permits and continue as rapidly as they choose. The first lessons in each subject are short and simple; but the courses are so carefully graded that the student can easily master the most difficult subjects. Proof of the high standard maintained by The Peoples University is afforded by the fact that Dr. Hugo Munsterberg, Professor of Psychology in Harvard University, whose reputation as a philosopher and psychologist is international, has written expressly for The Peoples University a popular reading course which is designed to enable each person to choose the life-work for which he or she is best fitted and to select the course of studies needed to prepare for that life-work. The plan set forth by him in this treatise has been adopted as the basis of the curriculum of The Peoples University. Thus, while Dr. Munsterberg is not a member of the faculty of The Peoples University and does not give instruction in any of its courses, the mere fact that the University has caused this vitally important reading course to be prepared by him and has adopted it as the basis of its organization, is striking evidence of its purpose to make all its work of the highest possible excellence.

In building up the courses of the University, there seemed to be no good reason for duplicating courses in certain subjects which were already being given successfully by other correspondence schools. Accordingly, arrangements have been made by the University whereby members of the League and their minor children can take courses from a number of reliable correspondence schools already established. The courses in these affiliated schools are free to members of the League, as the charges for tuition are paid by the League from its general funds. In many cases, a single course in an affiliated school, if it were bought direct from the school, would cost more than the total amount of the membership requirement. The League can afford to give such remarkable value owing to its tremendous income, and owing also to the fact that these schools give the League a considerable reduction from their regular rates.

On the following pages are given brief descriptions of the different courses. Special bulletins, containing detailed information about each department of The Peoples University and about the affiliated schools, will be sent upon request to any one who desires further particulars concerning any course. In every case where the course is given by one of the affiliated schools, that fact is stated; where such a statement is not made, the instruction is given by The Peoples University. As it is the purpose of the University, ultimately, to teach every subject that can be successfully taught by mail, many additional courses will be offered as rapidly as possible.



The Academy of Fine Arts, The Peoples University, University City, St. Louis, Mo.; Built of Granite, Terra Cotta and Brick; absolutely Fire-proof.  
Size 175x175 feet.



## The Academy of Fine Arts

Never before in this country has such thoroughly practical instruction in the field of Art been united with such high ideals, under such unusually favorable conditions, as in the Academy of Fine Arts of The Peoples University. The Academy building, erected at a cost of \$125,000, has no superior in America in beauty of architecture and completeness of equipment. In it has been gathered a group of American and European artists and masters whose ability and standing is in itself ample guaranty that the character of the instruction in every branch is of the highest possible standard.

By means of its correspondence courses, all of which are open without charge to members of The American Woman's League and their minor children, the Art Academy brings an art education literally to the door of every home in the land. The aim of the Academy in its correspondence

**Scope of the Academy** work is not only to impart a knowledge of what constitutes true art, but also to discover and develop genius. No previous instruction or experience is needed to enroll in these correspondence courses. The Academy can teach anyone, provided he or she has any latent talent at all. The courses have been carefully prepared by, and are conducted under, the personal supervision of the able directors of each division; each course begins with the fundamental principles and by logical, natural steps carries the student to the most advanced work. The subjects taught comprise practically every branch of art; drawing, painting, sculpture, ceramics, and the applied arts and crafts, such as needlework, weaving, etc.

The Academy, moreover, carries its work beyond the correspondence stage. Those students who develop the ability needed to pass, with a sufficiently high grade, the frequent competitive examinations, are brought to the Academy in University City for a year's personal attendance or honor course, and are paid by the League a salary sufficient for their expenses. In this way these honor students come under the personal direction of the masters and gain actual experience in the execution of works of art in marble, bronze, ceramics, mosaic, mural decoration and portraiture, for the beautifying of University City and the buildings of the League.

Yearly prizes of large amounts are offered the honor students. All the work executed by them during their course is owned and sold by the League, but replicas of the prize-winning works of art will be presented to the towns from which the successful students come. Many honor

**An Unequalled Opportunity** students, drawn from the League's membership, are already in attendance at the Academy, and practically all of them give promise of unusual careers of success and credit.

Thus, the honor courses of personal attendance under salary, accompanied by the execution of a first public commission under the direction of famous masters, open the doors of opportunity, without price and without limit, to ability and genius no matter where it is found. At the same time the correspondence courses place at the command of all League members and their children, in their own homes, a knowledge of art and a skill in the execution of artistic work which will be a source of pleasure and profit to them all their lives,





STUDIO OF GEORGE JULIAN ZOLNAY.



MR. TRAILLE D'ART IN HIS LABORATORY



ATELIER OF RALPH CHESLEY OTT

## Division of Drawing and Painting

The Division of Drawing and Painting under the direction of Mr. Ralph Chesley Ott, assisted by Mr. Anson K. Cross, embraces the most complete and thorough instruction, from the elementary work to the final course of personal attendance and a year of actual professional experience in the execution of a first commission. All League members (or their children) desiring to take the courses in modeling, sculpture, and design are required first to take the course in drawing unless they show themselves already well grounded in its elements. The instruction is by correspondence. All the lessons have been written and illustrated by Mr. Ott and Mr. Cross and are conducted under their personal supervision. The students are first placed under Mr. Cross for a thorough course in drawing and perspective; when they have attained a certain degree of proficiency under him, they proceed with the more advanced work under Mr. Ott and are carried steadily forward until those of sufficient talent are singled out by competitive tests, and awarded an honor course of a year's personal attendance with a salary sufficient for expenses.

During the year of personal attendance the student is given practical work under the masters in mural decoration, landscape, design, and portraiture. The honor students now in personal attendance are engaged in the execution of the great mural canvas, 30 x 18 feet, which will form the ceiling panel of the Academy entrance hall. Half of each day is given to instruction and the other half to practical work. The interior decoration of the chapter houses throughout the country, each year is a part of the work of this division of the Academy. Prizes are awarded for the best designs, which are then executed by the honor students in decoration, who are sent out to supervise the redecoration of the chapter houses after the successful designs. In this way the local chapter houses will each year become examples of the highest type of interior decoration. Correspondence students in design and decoration who are members of the Local Chapters will assist the honor students in the decoration of the chapter house and will in turn be coached by the honor students, thereby receiving practical instruction and experience.

The interior decoration of the League's buildings, the illustration of its magazines, and the execution of public commissions are all made a part of the honor course in drawing and painting. In this way the student receives a year of practical experience not obtainable in any other academy. On the completion of the final honor course the students compete for a series of commissions, for which prizes of from \$500 to \$3,000 are awarded; they are also required to serve for four months on the lecture circuit of the Local Chapters.

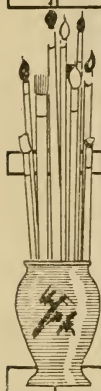
The courses offered by this Division of the Art Academy, by correspondence and in residence, comprise: first object drawing; elementary antique; advanced antique; composition; still life; drawing and painting from the head; drawing and painting from the figure; sketching from nature; water colors; illustration; pen drawing.



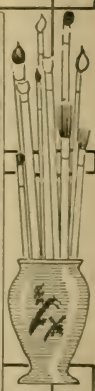
A CLASS IN  
CHINA PAINTING.



A LIFE CLASS  
IN DRAWING—



ENTRANCE HALL



LABORATORY OF  
PROF. DIFFLOTH



MRS. ALSOP  
ROBINEAU  
IN HER LABORATORY—

## Division of Sculpture, Modeling and Design

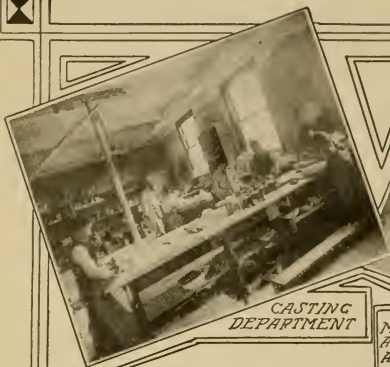
Mr. George Julian Zolnay, Director of the Division of Sculpture, Modeling, and Design of the Art Academy, needs no introduction in this country or Europe, other than his works of art which have placed him among the foremost sculptors of the day. The correspondence courses in modeling, casting, and design were prepared by Mr. Zolnay; they are profusely illustrated with photographs made under his supervision, and are accompanied by casts and models which are replicas of the originals designed and executed by him for the express purpose of supplementing and illustrating the written lessons.

These casts and models which are made of a special composition invented by Mr. Zolnay, mark an important epoch in the teaching of art by correspondence. Heretofore, the scientific study of art (particularly sculpture) in the home, has been an unsolved problem because of inability to provide students with proper working models. Plaster, from which these models were formerly made, is so fragile that the difficulties and expense of transportation were practically prohibitive to any one outside of residence art schools. After long and exhaustive experiments, Mr. Zolnay succeeded in inventing a plastic material called Asbos which is so light, inexpensive, and durable that perfect models made from it can be sent by mail at very small expense, for the inspiration and guidance of the student. The lessons, supplemented by the models, conduct the student from the elementary stage by thorough instruction in easy steps up to the higher work, until the student's ability, or lack of it, is thoroughly demonstrated. Thus, the awarding of the honor course to any League member (or member's child) possessing sufficient talent to justify the adoption of sculpture as a life work, is made a certainty.

The student in sculpture who passes the competitive examinations and is awarded an honor course, spends a year at University City, under salary, in the execution of actual work in the Academy. This work consists largely in the ornamentation in relief and sculpture of the buildings, parks, fountains, and entrances of University City. Half of each day is devoted to this work, while the other half may be given by the students to such individual work as they may choose. All work executed by the honor students during their course, however, is the property of the League. After the year of personal attendance has been finished, each student is required to spend four months (all expenses being paid by the Academy) in coaching correspondence classes in the various Chapters throughout the country, or in executing a memorial statue, fountain, or other work, for the chapter house or public park of her home town as the gift of the League to the town. In this manner the honor students are certain of national credit and publicity for meritorious work, which could not otherwise be acquired except by years of struggle and waiting.

The courses offered in this Division of the Art Academy, by correspondence and in residence, include: elementary antique; advanced antique; modeling from the head; modeling from the figure; composition; perspective; historic ornament; plaster casting.





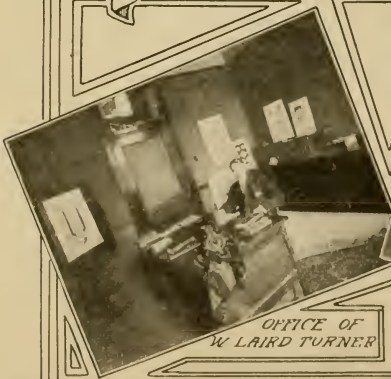
CASTING  
DEPARTMENT



M LABARRIERE  
AND MRS ROBINEAU  
AT THE TURNING WHEEL



• GALLERY AND LECTURE HALL •



OFFICE OF  
W LAIRD TURNER



STUDIO OF  
PROF RHEAD



## Division of Ceramics

Never before has been gathered together in one institution so famous a group of ceramic artists as are found at the head of the Ceramic Division of the Academy of Fine Arts. Mr. Doat, Director of the Division, is admittedly the foremost ceramic artist of any time; his exquisite and technically perfect porcelains are the treasures of the leading museums of Europe and America. In collaboration with Mr. Diffloth, the foremost ceramic chemist of Europe, glazes have been produced which have never been equalled before. Mrs. Robineau is the foremost artist of this country in the high fire crystalline glazes and decorations. Mr. Rhead's work in the underglaze decorations has no superior; while Mrs. Cherry, in overglaze china decoration and painting, stands at the head of her art, and Mr. Labarriere has the fame of producing the largest and most difficult porcelain shapes known.

By this combination of the highest genius of Europe and America, a new school in the potter's art is being developed, which gives promise of bringing all the world to this institution for its porcelains, and for instruction in the art of making them. All League members and their minor children have open to them in this branch of art the most complete instruction and training by correspondence and have also the opportunity to gain an honor course of a year's personal attendance under salary, offered to those of unusual ability.

To encourage further all work in this department, chapter houses where members are taking the ceramic courses will be equipped with china kilns so that the members may fire their own china, pottery and porcelain. Members not belonging to any Chapter may send their work to University City for firing. Work of honor students during the year of personal attendance is the property of the League and is offered for sale. In this branch, as in all other divisions of the Academy of Fine Arts, the work of correspondence students and of the classes in the Arts and Crafts in the Chapters throughout the country will be sent to University City annually to compete for large prizes in a national exposition.

The courses offered by the Division of Ceramics, by correspondence and in residence, comprise: throwing; firing; glazing; pate-sur-pate; gres; porcelain; pottery; china painting; ceramic design; ceramic chemistry.

Work on the courses in the Applied Arts and Crafts is progressing as rapidly as possible, and it is expected that the following courses in the various divisions will be ready by October 1, 1910: In the Division of Textiles (Mr. William Laird Turner, Director): textile design; dyeing of textiles; weaving of rugs, carpets, and Gobelin Tapestry; embroidery; modern drawn work in color, and other needlework; basketry. In the Divisions of Metal Work, of Wood Work, and of Leather Work, these courses will be offered: jewelry design; enameling on metal; copper, brass, and wrought iron work; stained and mosaic glass; cabinet work; wood carving; wood turning; leather embossing; and bookbinding.

# The Conservatory of Music

Buffalo, N. Y.

The Quinn-Campbell Conservatory supplies its students with problems of such surpassing interest, beauty and worth, that everyone who has truly "taken hold" long enough to get in touch with their up-to-date system is so fascinated that they cannot keep away from the work. This Conservatory has discovered basic principles hitherto unknown, and has formulated all other known principles with transcendent clearness and placed them on a thoroughly practical basis for the first time in history. This I write after an acquaintance with their methods extending over about seven years.

R. B. VON LIEBICH,  
Composer and Concert Pianist.

Chicago, Ills.

The lessons for the piano-forte which the Quinn-Campbell Conservatory of Music furnish their pupils through correspondence are certainly models of perfection. I have worked at piano teaching for many years, but in all of my experience I never before have come in contact with musical instruction so simple, clear, elaborate, and complete as this of the Quinn-Campbell Conservatory. It demonstrates its subjects by a chain of reasoning and illustration so apt, transparent, and easily understood it would seem a child could not fail to apprehend the meaning which they are intended to convey. As a system of lessons for the piano, I doubt if there is another extant so superior and admirable.

J. F. LORD,

7728 Sangamon St.

Springfield, Mo.

I am glad to say that I am more than delighted with the work of the Quinn-Campbell Conservatory. The lessons are marvelous. I have studied under some fine teachers and have been a teacher myself and have read everything on music, both vocal and instrumental, that I could get hold of; but nothing like this course has ever come my way before. I have had only three recitations and a very few hours practice at the piano, but I can read the music more readily and play with more ease than I ever could before. Truly I believe that with these lessons, a few hours of honest study and practice are worth more than months of the usual kind of work pupils have. It does not take so much practice with this course, but more study. One has something to think of and is carried away to a world of music.

I am honest when I say if I never get anything more out of my League membership than to be a pupil of the Quinn-Campbell Conservatory of Music, I am more than repaid for my efforts to secure the membership.

MRS. M. C. COFFELT.

Dadeville, Ala.

My daughter used your method of music till she went away to college, when she studied under German Professors, but I have never found anything equal to your method. Under your method a pupil does not grope in the dark, studying mechanically, but knows the reason why for every step. Music is taught intelligently. It is made interesting, inspiring, soul-stirring. It is taught as a beautiful language. Conscientious pupils can advance rapidly because they understand and appreciate. So I can but believe the Quinn-Campbell Conservatory of Music is one of the best in America, perhaps in the world.

MRS. J. R. ALLGOOD,

R. F. D. No. 1,

A knowledge of the art of music has come to be regarded as an essential element of a liberal education. No other accomplishment can compare with artistic musical performance. Society opens its doors to the man or woman who can sing or play well. Through the music course of The Peoples University anyone can now acquire this accomplishment, in her own home and without expense.

The Quinn-Campbell Conservatory of Music, founded in 1898 and formerly located in Chicago, was the first school, using the correspondence method, to present a thoroughly organized system of original lessons. For years the leading schools of music in England have successfully taught music by correspondence to thousands of students, so that this method is by no means an experiment. No school, however, has attained the thoroughness of treatment that characterizes the courses of the Quinn-Campbell Conservatory. It has proved that where the written, or correspondence, method is correctly adapted to the laws of education, the best results can be obtained in less time, at less expense, and with more permanent thoroughness than by any other method.

The impression still existing in some quarters that music cannot be taught by correspondence is disproved by the fact that the Quinn-Campbell Conservatory has among its pupils eminent teachers and musicians, graduates of the leading conservatories of Europe and America. Three of its graduates are at the heads of Departments of Musical Instruction in leading State Universities. The undoubted success of the Quinn-Campbell methods and the remarkable results secured are indicated by the letters reprinted on these pages.

In accordance with its policy of providing for its members and their children the highest opportunities in every branch of education and art, The American Woman's League closed a contract in March, 1910, with the Quinn-Campbell Conservatory whereby the latter moves from Chicago to University City and becomes a

part of The Peoples University. Formerly the tuition charged its students by the Conservatory was \$70.00 cash per term of six months. Now, it is giving its complete courses to members of the League and their minor children, without a dollar's charge for tuition.

This system deals entirely with the laws of music. Rules are discarded. The laws are few, easy to understand, and invariable. Rules are many, complex, and always uncertain of application. Unlike the standard works on harmony, which lay down a series of rules with a multitude of exceptions to bewilder the mind of the student, our course posits and explains the simple laws of nature in a manner that attracts the intelligence and convinces the judgment. Original composition is taught from the beginning of the course, and makes possible the art of discovery. The mind of the student is developed as well as the fingers.

The courses for beginners provide a source of instruction of intense and healthful interest. The aim has been to prepare the beginner without previous study, by a systematized and graded course of instruction, for performance of the various popular compositions. The courses prepared for music teachers and advanced students will be found of great value; they offer an unusual opportunity to cultivate the higher departments of music.

The curriculum includes a complete course of instruction in the following subjects: Theory and Practice of Piano and Organ, Harmony, Thoroughbass, the Art of Phrasing, Counterpoint, Imitation, Fugue, Mutation, Canon, Form, Modulation, Music Dictation and Analysis, Applied Aesthetics, Acoustics, Melos, Instrumentation, Orchestration, Transposition, Scoring, Composition, and the History and Philosophy of Music.

The Quinn-Campbell Conservatory is authorized by its charter to confer proper and suitable degrees. Pursuant to this authority the following degrees are conferred when earned: Associate, Licentiate, Fellow, Mus. B. (Bachelor of Music), Mus. D. (Doctor of Music).

Haines City, Fla.

I wish to express my appreciation of the musical instruction given by your Conservatory. It is so far above any other method of learning music that to me there is no comparison between them. Many people have the idea that music cannot be taught by mail, but that is a great mistake. Your way of instructing teaches many things that one never hears of in oral lessons. I know, for I have had several teachers and have taught some myself.

(MISS) VESTA V. OHLINGER.

Orland, Cal.

As the one who introduced the Tonic sol fa system of music to the schools of Nova Scotia, New Brunswick and Prince Edward Island, and for seven or eight sessions the conductor of the classes studying the system of the summer school of sciences for the teachers of the Maritime Provinces of Canada, I have pleasure in saying that I have great faith in the Quinn-Campbell Conservatory of Music.

I understand that the Conservatory of Music now conducts the musical education in connection with the University of The American Woman's League, St. Louis, which testifies to the position it holds as a Conservatory. I can say that the work of their students is carefully and helpfully examined, and I am satisfied that all who carefully follow the instructions given will have reason to be well pleased with the progress made.

REV. JAMES ANDERSON, M. A.  
Examiner for the Certificates of the Tonic sol fa College, London, England.

Ursina, Pa.

I consider your school equal to anything of the kind in existence and one of the few schools that makes real musicians with a thorough technical training and not ordinary players with a mere smattering of music. Your school has enabled me to step from my former vocation as coal miner to that of professional music teacher and a director of bands and orchestras. This Conservatory has no peer.

EDWIN BEAL.

Cincinnati, Ohio.

I am very glad of the opportunity to say that I very much appreciate the lessons I am receiving from "The Quinn-Campbell Conservatory of Music." I have taken two lessons a week since the first of January, 1910, and it is wonderful how much ground has been covered. I can sincerely recommend the school to all who desire to learn music thoroughly as the sure road to success if faithfully followed.

MRS. A. L. OSSWALD,  
2126 Beechwood Ave.

New Paris, Ohio.

The Quinn-Campbell Conservatory of Music is A No. 1 in every respect. I attribute my success in the supervision of music in public schools to the splendid course received from the same.

G. F. CRANE.

Sunnyside, Wash.

I have nothing but the very highest praise to say of the Quinn-Campbell Conservatory of Music. I had taken a great many terms of music lessons from teachers of many different schools, and can truthfully say that I learned things about music in my first lesson from the Conservatory that I never heard from my teachers. I would advise anyone wishing a thorough knowledge of music to take a course from the Quinn-Campbell Conservatory.

MRS. MYRTLE I. HARDMAN.

## Teachers' Training Courses

The increasing demand for professional efficiency is constantly imposing greater burdens upon teachers. The summer schools admittedly do not satisfy these needs; for an attempt to accomplish several months' work in a few weeks not only destroys the spirit of scholarship by encouraging superficial work, but also exhausts the teacher and leaves her physically unfit to continue her duties in the succeeding year.

To meet these demands, The Peoples University has established its School of Education—the first institution to give professional training exclusively by correspondence and with the same high grade of instruction found in the leading colleges and universities. Each course has been planned with the greatest care and contains exhaustive references to the best literature on the subject taught. The supplementary material, suggestive questions, syllabi, collateral readings, and exercises make each course invaluable to the progressive teacher and put her in touch with the best thought along the line developed by the subject. The courses are practicable and usable and founded upon sound pedagogical principles.

The following courses, all of which are open to League members and their minor children free of charge, are offered by the School of Education:

The Teachers' Certificate department includes a series of courses covering the requirements for county and state certificates in every state of the Union. The courses are planned for individual states and are constantly being revised to meet changing requirements.

The work in the Secondary department includes practically every subject taught in the best high schools, and the courses are so prepared as to give both a thorough training in the matter itself and to suggest the best methods of presenting the work in the classroom. In addition to the subjects regularly taught in high schools, the following courses are offered: mathematical geography, commercial geography, influence of geography on American history, and logic.

Special method courses are offered in several elementary and secondary subjects. The student is assumed to have a thorough knowledge of the essentials of the subject for which the method course is desired. In addition, instruction is given in psychology, general methods, history of education, contemporary educational problems, physical training, drawing, penmanship, and primary methods.

To supplement the work of the special method courses and to aid the busy teacher, a clipping bureau has been established. A monthly bulletin is sent free to all teachers enrolled in the School of Education. This bulletin contains a list of the leading teachers' publications with a classified arrangement of their contents. A synopsis of the more important articles is given, with title of publication and page reference. In addition to this, a brief review of the best educational works is given as they appear.



## Business and Commercial Courses

The young man or woman who intends to engage in business will find no quicker road to promotion than by the way of shorthand. The stenographer stands in a peculiarly intimate relation to the head of the business in which he is employed; his ability is, therefore, quickly recognized and promotion comes rapidly. A large proportion of the heads of railroads, manufacturing establishments, and other great industries of the country began their careers as stenographers. Stenography is, moreover, unique as a profession in that it holds out as many opportunities to ambitious young women as it does to men.

The system of shorthand taught by The Peoples University is the Isaac Pitman, which has been for upward of seventy years the system in widest use, and has stood the test of time as no other system has. Throughout the course the lessons are interesting and readily understood, as well as practical and complete. The thoroughness of the instruction, combined with our system of phonographic dictation, makes possible an absolutely satisfactory method of teaching shorthand by correspondence.

Shorthand is only one of the subjects comprised in the Business and Commercial Courses of The Peoples University, all of which are free to members of the League and their minor children. Instruction is given in practically every subject required to train the student to fill any office position. In all the courses the aim is to instruct the student, not only in the particular subject studied and the routine of office work, but also to give him such general information about business methods and principles as will enable him to achieve the highest possible success. Instruction is offered in the following subjects:

Shorthand	Commercial Law
Advanced Dictation	Commercial English
Bookkeeping	The Arithmetic of Business
Penmanship	Typewriting

## College Preparatory Courses

The experience of a number of universities shows that the young men and women who have done their preparatory work by correspondence are among their strongest students. The Director of the School of Education of The Peoples University, while in charge of the Correspondence School of Washington University, compiled a record of over 300 students who had made partial or complete preparation by correspondence and found that without exception they did good work in class, and that not a single student was conditioned in any subject in which he had made preparation by correspondence.

The courses offered, without expense to League members and their minor children, by this department of The Peoples University eliminate the non-essentials, but give the student a thorough grounding in the underlying principles of the subjects taught. Frequent reviews and tests give the thorough training needed to pursue advanced studies without difficulty. Courses are offered in every subject required or accepted as entrance qualifications by the leading institutions. Wherever The Peoples University has asked any institution to accredit its certificates, the request has been granted.



Members of the Faculty of The Peoples University and of the Affiliated Schools

# Journalism

Journalism offers a wider field of activity than any other profession. The journalist is behind the scenes of the world's great dramas; he is the writer of history in the making; he is at the heart of every human activity; he notes the pulsations of the world heart and records with clear judgment and unprejudiced mind the progress of mankind.

As in the other professions, the beginner cannot specialize; he must pass through the various stages of his profession until he reaches the higher ranks where specialists are found. In his work he will probably have all or nearly all the "runs" of a metropolitan daily. He must of necessity become familiar with each in turn. If he would become a successful journalist, he must secure in this process general efficiency that will equip him for mastering in a brief time the details of any line of work to which he may be assigned. More than this, he must get an understanding of the relative value of news; he must, in short, develop a "nose for news."

The course in Journalism of The Peoples University offers League members and their minor children the opportunity for getting, without expense, the greater part of this training by correspondence. The course has been prepared under the supervision of Hugh K. Taylor, Managing Editor of the St. Louis Star, assisted by General McWade, Washington Correspondent, and other journalists of national reputation. It covers the entire field of journalism in a series of carefully graded lessons, so arranged that the student, after getting a necessary foundation, may specialize in any department in which he shows special aptitude.

The first lessons give a broad view of the history of journalism, classify the departments and give the importance of each, and devote considerable space to a study of the relative values of news. The work also includes a careful

## Outline of the Course

study of the characteristics of the successful reporter, a discussion of the time element in newsgathering, and of the ethics of the profession. The earlier lessons alone give a knowledge of newspaper work that the young reporter usually learns only after years of training and much bitter experience. After the student has been thoroughly trained in the fundamentals of the subject, he is given instruction in the duties pertaining to each department of reportorial work, including fire and police, real estate, sporting, dramatics, political, and the like. This is followed by a study of the various editorial departments.

The instruction also includes a study of the business departments, including circulation, distributing, advertising, and the like. For the student who wishes to specialize, complete courses are offered in photography, drawing leading to cartooning, special correspondence, short story writing, proof reading, etc. Should the student be deficient in education, he may take any courses in the academic department that he needs.

The young men and women who show special ability will have an opportunity of becoming honor students in journalism, and as such will spend a year in the various departments of the great establishments of The Lewis Publishing Company, where they will be given an opportunity of mastering all the branches of newspaper work or of specializing in a chosen field.

## Department of Elementary Instruction

The importance of kindergarten methods in laying the foundation for the child's future development is now everywhere recognized. But thus far the advantages of the kindergarten have been confined principally to cities and the larger towns. The Kindergarten course of The Peoples University is designed to guide every mother, no matter where she lives, in meeting the problems which arise in the training of her children during those critical early years when the character is forming. It aids the mother in understanding and directing her children's play, and in selecting playthings for them; and it gives a large number of good stories to tell, and songs and exercises to teach them.

Mothers who are taking the Kindergarten course are invited to write concerning their personal experience with their children. Every woman will find the experience thus given by hundreds of other mothers most helpful in training her own children, and the instructors are always glad to give advice about any special case which may puzzle the mother. The Mother Play Songs, the Play Gifts, and the Occupations are explained in the first year course, and a kindergarten program for the use of mothers is provided. The work of the second and third years is in preparation and will soon be completed.

Closely related to the work of the Kindergarten Department is the course in the study of music by color, for children. The course contemplates teaching the elements of music to very young children (three years of age and over) by a method expressly adapted to the nature of the child. Mrs. Fannie E. Hughey, the author and instructor of the course, has prepared and perfected the necessary lesson material and program and has demonstrated the method with entire success in her own studio. The course is designed to enable music-loving mothers to commence in the nursery the musical education of their children. It is also very valuable to music teachers, kindergarteners, and, indeed, to teachers generally.

In addition to the courses in kindergarten and color music, the Department of Elementary Instruction offers grammar grade courses—designed, of course, for the child who has passed the kindergarten stage. The preparation of courses in elementary instruction requires far more care and labor than is necessary for the more advanced work. Not only is the student less mature, but he must also have assistance from his parents or elder brothers and sisters. These conditions make it imperative that the work in elementary instruction be very simple and be well graded. The work of this department possesses these essentials. The instruction is designed for the following classes:

1. The child who does not have the usual educational advantages on account of isolation from schools, or by reason of physical ailments.
2. Children who are obliged to leave school at an early age to help support their parents or themselves.
3. Adults whose elementary education has been neglected.

Instruction is offered in arithmetic, geography, United States history, and grammar.



# Domestic Science

By Affiliation with The American School of Home Economics, Chicago

To the average woman, possibly the words Domestic Science and Home Economics have a forbidding sound—as if they had to do with “dry theory” or abstract science, having no connection with her everyday work. But this impression changes when she finds that Domestic Science is nothing more nor less than correct, up-to-date, helpful information on housekeeping and home-making, teaching what modern science has discovered about health, food, cooking, clothing, the care of children, and all other daily problems of the housewife and mother. This is the exact nature of the courses of The American School of Home Economics. Although the regular tuition fees charged its students by the School for its complete courses are from \$48 to \$54, they are open free of charge to League members and their minor children.

The Profession of Home-making ranks as a profession as truly as any other occupation; its effect on the individual and on society is most vital. “As a man’s home is, such is his life.” This new profession includes the important and vital principles of hygiene—all that makes for health, personal hygiene, healthful surroundings, healthful food, cooking, clothing, care of the sick, the proper care of children, etc. It also includes the economy of living—true economy of time, effort, and expenditure; the systematizing of work; household conveniences; the division of income; buying; household accounting; and other similar subjects. In a word, the course enables every woman to run her household in the best, most efficient, and most economical way.

The lessons are not at all dry or difficult, but are of the most practical nature. They contain nothing except that which is of real help and actual use to the housewife and mother in lightening her daily work, in successfully rearing her children and caring for her family. The lesson papers are written in a concise, interesting style, free from technical terms and, wherever possible, the meaning is brought out clearly by typical examples and simple home experiments. In fact, the lesson papers correspond more nearly to illustrated lectures by the author than to text books—their advantage over lectures being that the matter is in permanent form and may be referred to at pleasure. Each student may give as much or as little time to study as she wishes.

In addition to the courses for home-makers and mothers, there are special courses which qualify graduates for excellent positions as teachers, institution managers, nurses, matrons, and dietitians. These courses include the regular work, with considerable supplementary reading, more experimental work, and direct professional studies. Following is the list of subjects taught:

Care of Children	Chemistry of the Household	Household Bacteriology
Study of Child Life	Principles of Cookery	Household Hygiene
Home Care of the Sick	Food and Dietetics	Personal Hygiene
Household Management	The House—its Plan, Decoration and Care	Textiles and Clothing



PRESS ROOM OF THE LEWIS PUBLISHING COMPANY.



ENTRANCE PYLON  
UNIVERSITY CITY.



INTERIOR OF PRESS ROOM.



ENTRANCE PYLON  
UNIVERSITY CITY.



VIEWS IN THE CORRESPONDENCE AND MAIL-ORDERING DEPARTMENTS OF THE LEAGUE.

# Modern Languages

## French, Spanish, Italian, and German

The knowledge of a foreign language is a valuable possession, socially, intellectually, and financially; socially, because it is an unmistakable evidence of culture and refinement; intellectually, because it opens up a new world of literature and thought; financially, because there are many well-paid positions open to the man or woman who can handle foreign business correspondence. This commercial advantage especially applies in this country to a knowledge of Spanish, on account of our constantly-growing trade relations with Mexico and South America.

Formerly, when the psychology of learning was not well understood, it was a long and difficult task to acquire the knowledge of a foreign language. But by means of the method employed by our School of Languages, it is now possible to acquire this knowledge in a comparatively short time. The School is under the direction of Howard Swan and offers, free of charge to League members and their minor children, courses in French, Spanish, Italian, and German, by what is known as the Gouin-Swan-Betis method, for which The Peoples University is the headquarters in America.

The method recognizes the fact that every life is made up of a series of actions around home and farm and in town, which repeat themselves season by season throughout the world. Each person rises, dresses, takes breakfast, goes to work or play; he dines, amuses himself, and retires to rest. The chief facts of life may be expressed in about three hundred episodes; the language of literature and poetry is derived from these primitive facts of life by analogy and metaphor.

In the so-called "natural methods" so frequently employed in teaching languages, the principal emphasis is placed upon the Noun; in such systems, objects and expressions are chosen arbitrarily and are used in haphazard fashion. In the Gouin-Swan-Betis method, normal idioms are grouped

<b>Method of</b>	in the order of time, and are expressed in a series of Verbs,
<b>Instruction</b>	around which other parts of speech naturally group themselves.

The idioms habitually employed by each race have been collected to form the body of the text. Each series thus forms a natural episode of farm or town life, traveling, etc., expressed idiomatically. Sets of idioms are also given, expressive of thoughts and emotions (attention, courage, hope), together with a new organization of Grammar Tenses in clock-face diagrams. The whole is completed by a special method of teaching literature.

Experience shows that this method enables the student in a month to understand and repeat many sentences; in three months he can read, write and speak with moderate fluency; in six he is at home in the language; and in a year he should be able to read a newspaper, or simple book, carry on a conversation and make himself understood. Progress in literature depends on energy in reading books, or in writing compositions. The exact pronunciation is carefully given in transliterations by English signs and it can be verified by phonograph.

## Dressmaking

### By Affiliation with The Women's College of Scientific Dressmaking

There is no occupation open to girls or women which offers better financial return or more congenial work than dressmaking. Any young woman who has a practical knowledge of dressmaking is equipped to earn a good living. Moreover, by planning and making her own wearing apparel or that of her children, every woman can save considerable money during the course of a year, and at the same time always be tastefully and stylishly dressed.

The course of The Women's College of Scientific Dressmaking, which is given free to members of the League, is practical, simple, and thorough in every sense of the word. It is adapted to the needs of the woman who wishes to learn dressmaking as a money-making profession, and of the woman who wishes to save money by making her own or her children's dresses. No patterns, charts, nor mechanical devices are used. The instruction covers planning, designing, the selection and care of materials, measure-taking, pattern-making, sewing, finishing, and draping. Only one branch is taught at a time; after the student has thoroughly mastered the art of pattern-drawing, she is advanced to the stage of planning; then she is taught cutting and fitting; and lastly, how to finish. Every lesson is complete and comprehensive, and every point is explained clearly and accurately. The method of instruction is such that the student not only acquires the theory, but also the practical experience. When a student finishes the course, she is able to plan and make anything from the simplest dress to the most elaborate gown.

The regular tuition fee charged its students by The Women's College of Scientific Dressmaking is \$20.00; but members of the League and their minor children may take the course without charge.

## Photography

The Course in Photography of The Peoples University gives the student a complete, exact knowledge of this fascinating subject in all its branches. A very important advantage is the fact that the subject is treated throughout from the most practical view-point. All unnecessary theory, which confuses rather than aids the student, is eliminated. From the very beginning of the course, the student is told plainly how to do things, rather than why they should be done. By this method it has been found that students so rapidly become proficient in the various branches, that even before the completion of the course, they are able to earn more than enough to repay them for the first outlay for camera and materials. A few of the subjects treated are: general outdoor photography; interior of homes; portraiture; flashlight; retouching; animal photography; landscape photography; press photography; studio operating; copying; carbon printing; enlarging; the making of lantern slides; and a special course on the business of photography.

In addition to the correspondence course open to all League members, those students who display special ability are selected for an honor course at University City. Here they spend one year under salary, gaining practical experience in the photographic department of The Lewis Publishing Company, fitting themselves to do the highest grade of work in all branches of the subject.



# Agriculture

By Affiliation with The Home Correspondence School, Springfield, Mass.

The course in Agriculture is eminently practical and of actual dollars-and-cents value to the farmer in enabling him to increase his profits by more intelligent and scientific management of his farm. The three parts of the course are offered separately as special courses in (1) Soils, (2) Farm Crops, and (3) Animal Husbandry.

**Horticulture**—This course teaches thoroughly all phases of the important subject of horticulture. It is divided into three parts: (1) Fruit Growing, (2) Vegetable Gardening, (3) Garden Making.

**Floriculture**—This course includes greenhouse construction and management, and the growing of small fruits, vegetables, and flowers under glass. It teaches the best practice in the growing of flowers, both for the adornment of the house and grounds, and for market.

**Forestry**—The subjects treated in this course comprise: tree growth; forest regeneration; propagation; nursery practice; forest protection; the uses of wood.

**Landscape Gardening**—This course gives a knowledge of the most beautiful trees, shrubs, and plants; how to plant, train, and care for them. It is not only of value to home-makers who wish to beautify and improve their grounds by the most attractive grouping and arrangement of trees, flowers, lawns, and walks; but is also of great value to young men and women who wish to prepare for the lucrative profession of Landscape Gardening.

**Poultry Culture**—This practical and helpful course is offered to those who are already engaged in poultry culture and who wish instruction and help in making larger profits. It is also for those who intend to engage in the business, either in a large or small way. It includes a study of the subject in all its branches.

**Veterinary Science**—This course takes up that which every stock-owner should know regarding the anatomy and physiology of horses, cattle, sheep, and swine, to enable him to understand how health is maintained or disease produced by proper or improper treatment in feeding, watering, stabling, etc.

**Bee Culture**—This course is given by The Root School of Bee Culture, Medina, Ohio, (all other courses on this page are given by The Home Correspondence School). It gives valuable information to the woman or man who wishes to engage in the bee-keeping business as a profitable spare time occupation. The subjects treated comprise: handling bees; building up colonies; the honeyflow; wintering; bee diseases; establishing an apiary.

The total value of the courses listed on this page, if bought direct from The Home Correspondence School and The Root School, amounts to \$123. Members of the League and their minor children may take any or all of the courses without a penny of charge for tuition.

## Civil Service

**By Affiliation with The Home Correspondence School, Springfield, Mass.**

Civil Service positions are desirable for many reasons. "Uncle Sam" is a good paymaster. Liberal salaries are paid to begin with. Payment is regular and certain. With proper behavior positions may be held for life. There are a great variety of positions available. One may become a clerk in a local post-office, a mail carrier, a railway mail clerk, or may enter the custom house service, the departmental service, the government printing office, the Indian service, the Canal Zone service, the Philippine service, etc. In order, however, to secure appointment to any of these positions, it is necessary to pass the examination with a high grade. To attain this grade, careful preparation is essential. The most effective means of gaining this preparation is afforded by the courses of the Civil Service Department of the Home Correspondence School, which are open, without any charge for tuition, to members of The American Woman's League and their minor children; the regular fee charged by the Home School, to persons not members of the League, ranges from \$12.00 to \$20.00 for a single course.

The plan of these Civil Service courses follows closely the requirements of the examinations; and the abundance of practice material, together with the numerous trial examinations, is certain to familiarize the candidate with the types of questions asked. The lessons in Plain Copy, Rough Draft, Punctuation, Dictation, Penmanship, Comparison of Addresses, Letter Writing, Geography, Spelling and Composition have been prepared with especial reference to the requirements of the examinations. Comparison of Addresses is so treated as to give the student actual practice in dealing with many handwritings, just as he will later meet them in actual examinations.

The following are some of the positions for which the courses prepare: rural carrier; clerk carrier; railway mail clerk; custom house service; internal revenue; departmental clerk.

## Automobile Engineering

**By Affiliation with The New York School of Automobile Engineers**

With the rapidly increasing number of automobiles in use each year, there are manifold opportunities offered young men of ability and mechanical skill to become chauffeurs, repairmen, demonstrators, or salesmen. The work is congenial and the salaries are excellent.

The correspondence course in Automobile Engineering and Designing, which is given free by the New York School of Automobile Engineers to League members and their minor children, prepares any ambitious young man for these positions; the regular fee charged by the School to persons not members of the League is \$25.00. The course consists of twenty-three lessons, which describe and explain the use, principle, construction, and care of every part of an automobile. These lessons clearly and thoroughly cover every detail. When the student completes the course, he understands fully the theories, principles and actual construction of the automobile, as well as its care and operation.

# EXTRACTS FROM LETTERS WRITTEN BY CLASS A PUBLISHERS TO THE FOUNDER OF THE LEAGUE

April 6, 1910.

The Peoples University and the American Woman's League are lively movements, as astounding in conception and possibility as any the present century has advanced. To American women's enthusiasm it owes and will continue to owe its success. It is a success at present and its future lies in their hands. Every art and industry, especially those in which women are interested, appears to be represented in University City. In fact, there is a huge building devoted solely to classes and correspondence courses in such matters, and from it radiates influence to every part of the country where American women are to be found.

*A. S. P. R.*  
Publisher, The Housewife

Dec. 2, 1909.

Another valuable feature of the Woman's League is the great opportunity it gives members to avail themselves of the correspondence courses in the People's University. I have carefully investigated these correspondence courses, and I have no hesitation in saying that they are practical, comprehensive, and thorough. I personally know the instructors at the head of the correspondence department. They are men who have had wide experience as professors in some of our best universities. They are of high character and are determined that every course shall be practical and conducted with thoroughness and efficiency. I was quite surprised to find men of such learning, experience and standing at the head of the correspondence department of the People's University at its very inception.

I feel confident that the instruction, especially in quite a number of the courses, such as those in the various art departments, will be vastly superior to anything that has ever been attempted before in education by correspondence.

*O. S. Woodson*  
Editor, Success Magazine.

April 6, 1910.

After a very thorough investigation of your various enterprises as carried on in University City, I cannot refrain from writing you a letter expressing my admiration for what you have accomplished. The fact that I accepted the position on the executive board of the Class "A" publishers will certainly prove my faith in the stability of the American Woman's League. As a matter of fact I am very proud to be associated with such a large and enthusiastic body of women who are working for the development of the womanhood of America.

*Frederick Lockley*  
Manager, The Pacific Monthly.

April 6, 1910.

The visit to University City was not a revelation to me, but a confirmation of what I had previously seen and expected. It is one of the most artistic spots in the country. I do not believe there is another business organization in this country that reveals in a thousand ways from the basement to the top floors of every building more that is artistic and comfortable and convenient, or evidences more clearly the big brain at the head.---- Not a Class "A" publisher would take a part in the proposition if he had anything but the utmost faith in its success, and absolute faith in Mr. Lewis' integrity.

*W. H. Sturms*  
Editor, Sturms' Oklahoma Magazine.

April 5, 1910.

For months I have, of course, known of and seen pictures of the chapter houses that have been erected in many portions of the country; but I was hardly prepared to see so beautiful a building as the Academy of Fine Arts or to see the splendid way it is equipped. Could the women of the country see what we publishers have seen in recent days, I feel quite sure that all doubts as to the efficacy of the plan would be removed. No one who knows you personally doubts your honesty or ability and the plan has now gone forward to such an extent that its practicability, it seems to me, has been proven.

*J. C. Cotter*  
Sec.-Treas. The American Boy

April 7, 1910.

I do not think I can fully express to you my admiration of the scope of your work in laying out the plan you now have in operation at University City. You showed us last week at your publishers' convention abundant evidence of the reality of the American Woman's League, although possibly some of us came to University City somewhat doubtful as to the practicability of your plans. As one of these skeptics, I wish to say that I am thoroughly converted, and am thoroughly convinced of the importance of the work of the American Woman's League, its plan and its possibilities.

*J. H. Campbell*  
Publisher, Fine Arts Journal.

April 6, 1910.

I found in University City substantial evidence of accomplishment greater by far than I had ever imagined possible. Your buildings, publishing plants and general equipment constitute an asset of millions of dollars value in the conducting of your many enterprises. The magnificent art building, now completed and occupied by some of the world's greatest masters and their students, is concrete evidence that the study courses of the League are being carried forward on a grade of scholarship fully equal to the offerings of the very best universities and art academies.

I believe in the plan and purpose of The American Woman's League. It is a long step forward in the way of culture and refinement in this country. Its growth has been phenomenal but it is still but at the threshold of its opportunity. All it requires is wider publicity. To this end I pledge you and your members the hearty support of The World Today. We are glad to aid a movement that means so much for the future welfare of the people.

*W. T. E.*  
Publisher, The World Today.

April 11, 1910.

You have conceived a plan that is capable of producing results beyond calculation. Better still, you have put that plan into operation to an extent that to my mind proves its entire feasibility. If the work of the League continues to grow and spread as it has during the past few months--if the enthusiasm of its members is maintained, as I believe it will be--the influence for good on this and future generations will be such a monument as has recalled the work of few men in the world's history.

*Wm. W. Moore*  
Business Manager, The Modern Priscilla.



CLASS II CHAPTER HOUSE  
EDWARDSVILLE ILL



INTERIOR  
OF  
EDWARDSVILLE  
CHAPTER  
HOUSE



CLASS I CHAPTER HOUSE PECK ILLINO

Two of the Local Chapter Houses of The American Woman's League.





# LOCAL CHAPTERS

The Peoples University and the other central institutions in University City are only a part of the vast and far-reaching organization of The American Woman's League. In order to unite more strongly the individual members and to create for the League a local interest and influence not otherwise obtainable, Local Chapters or branches are organized in every town where there are sufficient members. As soon as each Chapter has complied with the requirements, the League builds an artistic, handsome club or chapter house, costing from \$1,200 to \$50,000, according to the size of the Chapter and the population of the town. Each chapter house is for the exclusive, life-time use of the League members in that town. Not only is the chapter house built without any expense whatever to the members, but it is also fully and beautifully furnished throughout.

Some idea of the national strength and wide-spread extent of The American Woman's League is indicated by the fact that at the present time (May, 1910) there are 930 towns throughout the United States in which Local Chapters have been organized. The amount represented by chapter houses completed, in process of erection, and practically qualified for, is approximately \$200,000. It has been found sound business policy to devote a substantial part of the League's enormous income to the building of these chapter houses, not only because they constitute a safe, permanent investment, but also because the Local Chapters are a necessary and important part of the League's subscription-producing machinery.

Fifteen or more members of the League in any city, town, or district may apply for the chapter rights, provided a Chapter has not already been organized in that territory. A chapter house will be built for the Chapter as soon as the following requirements have been complied with:

The chapter houses are divided into classes according to size and cost, dependent upon the membership of the Local Chapter and the population of the town, as follows (this schedule in effect June 1, 1910):

Class 1, costing at least \$1200, will be built only in towns of from 500 to 1500 population, for Chapters having 30 members who have completed the membership requirement.

Class 2, costing at least \$2500, will be built only in towns of from 1500 to 3000 population, for Chapters having 60 members who have completed the membership requirement.

Class 3, costing at least \$4000, will be built only in towns of from 3000 to 5000 population, for Chapters having 100 members who have completed the membership requirement.

Class 4, costing at least \$5000, will be built only in towns of from 5000 to 10,000 population, for Chapters having 140 members who have completed the membership requirement.

Class 5, costing at least \$7300, will be built only in towns of from 10,000 to 15,000 population, for Chapters having 200 members who have completed the membership requirement.

Class 6, costing at least \$10,000, will be built only in towns of from 15,000 to 25,000 population, for Chapters having 270 members who have completed the membership requirement.

Houses of greater cost, up to \$50,000, according to a schedule which will be furnished to anyone interested, will be built for Chapters in towns having over 25,000 population.

Those Chapters which, in addition to complying with the above schedule, provide a suitable building lot, will be given the preference in the immediate erection of the chapter house. While the donation of the lot is not absolutely required, yet those Chapters which thus provide the lot will secure their chapter houses first. The clear title to the lot must be vested in the National Trustees of the League.

The League will also arrange to build, as fast as practicable, chapter houses for those Chapters which cannot furnish a lot, provided they comply with certain special conditions, the details of which will be sent upon request.

The contract for the chapter house is let, wherever possible, to a responsible local contractor. Each house is completely and handsomely furnished by the League with beautiful mission furniture, rugs, kitchen equip-



CLASS I- CHAPTER HOUSE  
LEBANON MO.



CLASS I  
CHAPTER  
HOUSE  
CALVERT  
TEXAS



CLASS I CHAPTER HOUSE ST GEORGE GA

Three More of the Many Chapter Houses Scattered Throughout the Country.

In behalf of the Terry Chapter, of Edwardsville, Illinois, it affords me great pleasure to write and express the deep gratitude we feel for being the proud possessors of the First Chapter House in America.

Our beautiful little club house, so distinctive in architecture, stands as a beacon light in our community, dispelling the gloom of past ages, when woman's sphere was limited indeed, shedding its rays along the avenues of future opportunity and enlightenment so broad in their scope as to know no bounds.

We members congratulate ourselves upon having sufficient foresight to affiliate with this great League movement, which we commend to women everywhere.

We expect to derive both pleasure and profit from The American Woman's League. Our Chapter House is to be the scene of many social gayeties and the Correspondence School the source of much intellectual gain, since many of us shall matriculate with The Peoples University. Thanking you again for all the League means to us in this life, I remain,

Yours very respectfully,

AGNES K. McKEE,  
President Terry Chapter,  
Edwardsville, Illinois.

November 4, 1909.

As president of the Kinderhook Chapter, Lebanon, Missouri, I write to thank you for our beautiful Chapter House. It is without doubt the most artistic building in our city. The furniture is lovely and all in such excellent taste that it pleases everyone who has seen it. We have received many compliments from all of our visitors; we kept open house the day after the dedication and the Chapter House was thronged with visitors afternoon and evening. What you have done for us has surpassed our greatest expectation. You have made good all you promised and more than we had even hoped for and we, as a Chapter of The American Woman's League, are the proud possessors of the most delightful club house in southwest Missouri. It is a great satisfaction to us to feel that our faith has been justified and fully realized, and that we are a link in the greatest organization of women in all time.

Very respectfully,  
(MISS) CLARA HOOKER,  
President Kinderhook Chapter,  
Lebanon, Missouri.

October 24, 1909.

We have received letters from many states—Maine, Virginia, Florida and California, as well as those nearer home, in regard to our Chapter House, asking if Mr. Lewis had carried out his promises in regard to it. And I wish to say most emphatically, yes, and more.

We are very enthusiastic, and naturally so, for our Chapter House is considered the prettiest little house in Nezperce County. Our furniture has come, also our elegant library table graphophone, and Mr. Lewis was not so busy on his recent visit to New York but that he sent us two beautiful rugs.

We are getting new members every week and to say that we are delighted is very mild, for I am sure we will have very many happy times in our beautiful Chapter House.

Yours most sincerely,  
KATHERINE L. SMITH,  
Secretary Big Canyon Chapter,  
Peck, Idaho.

October 10, 1909.

ment, fixtures, etc. Each house is also equipped with a \$225 concert grand phonograph in the form of a handsome mission table; the Chapter is placed on the circuit of the League's Musical Library and receives each week from 30 to 50 phonographic records, embracing the best selections of famous artists, orchestras, and recitals, thus furnishing a continuous feast of the highest musical art. Each selection of records is retained by the Chapter for one week, and is then forwarded to the next Chapter on the circuit, while a new shipment is received from another Chapter.

The Local Chapters of the League are much more than mere social organizations. Each chapter house becomes a local branch of The

Peoples University, and therefore the center of education, art, and culture in its town.

The members of the Chapter may form themselves into classes for the study of painting, sculpture, china decoration, music, or any of the many other branches taught by The Peoples University and affiliated schools. In this way, the Chapter members are enabled to discuss the work they are taking from the University and, by this personal discussion and exchange of ideas, add greatly to the value of their correspondence instruction. It is also proposed to equip each chapter house with the necessary facilities, such as china kilns, book-binding tools, etc., for work in the Arts and Crafts, thus enabling the Chapter members to carry on better the work suggested by the Art Academy.

Giving to the women of any town the means of securing a beautiful club house without expense to them—providing a potent force for home and civic improvement—pointing the way to education, culture, and wider opportunity for women—the Local Chapters of the League are exercising a daily-growing power and influence in the social and intellectual life of American Womanhood.

NOTE—To prevent misunderstanding, it should be stated that anyone may join the League and receive its benefits, although there may be no Local Chapter in her community. Membership in a Local Chapter is simply an additional benefit for those who live in towns having sufficient members. A special Booklet giving the towns in which chapter houses have been erected and explaining all details regarding the chapter feature, will be sent on request to anyone interested.

## The Founder's Chapter

The first one hundred thousand members of The American Woman's League constitute the Founder's Chapter. In addition to all the regular benefits of the League, membership in the Founder's Chapter entitles the holder to special advantages, chief among which is the right to share in the benefits of all endowments, as outlined in detail in the "Final Plan" of the League. While the amount of income received from these endowments by each member of the Founder's Chapter will be small at first, it should increase from year to year. Vacancies in the Founder's Chapter, after its completion, will be filled from the ranks of the general members in the order of priority of their applications, subject to approval by the League management.

The form of the League's organization is that of a trusteeship. Its reserve funds are administered by, and its property is vested in, the Board of Trustees as a perpetual trust of which the members are equal life beneficiaries. Until the completion of the Founder's Chapter, the officers of The  
**Form of** Lewis Publishing Company and the Board of Trustees have  
**Organization** complete authority in all matters, and reserve the right to make such modifications in the plan of the League as the interest of its members may require. Upon the completion of the Founder's Chapter, a national convention composed of delegates selected by the Local Chapters will be held in University City; at this convention, the "Final Plan" by which the League will thereafter be permanently governed, will be submitted to the delegates.

## The Law Department

To be able to consult eminent lawyers at all times and secure their advice and services free of charge is a very valuable privilege. This advantage is especially valuable in cases where women members are suddenly deprived by death of the protecting influence of their husbands, and thrown upon their own resources. The proper handling of the enormous responsibilities which have to be assumed in such a case requires the advice of able lawyers in order that the property rights of the widow and the minor children be fully protected. For this reason the Law Department of the League was established.

The purpose of the Department is to act, within certain reasonable limits, as counselor and advisor in matters involving questions of law, for all League members. Among the cases so far successfully handled by the League's lawyers, have been those involving questions of estates, titles, wills, mortgages, leases, notes, claims, damages, contracts, etc., as well as questions regarding the best methods of procedure. The scope of the Department will ultimately include the securing of improvement in municipal government and local civic conditions, through the League's Local Chapter organizations. In this Department, as well as all other departments of the League, the services rendered its members at the present time are only the beginning of its far-reaching work of usefulness. Since the income of the League grows larger each year, there will be a corresponding increase in the extent and value of the services rendered its members.



## The Woman's National Exchange

An important institution of The American Woman's League is The Woman's National Exchange, one of the functions of which is to supply League members, at the lowest possible prices, with text-books, apparatus, and all other materials needed for use in the various courses of The Peoples University. In a large number of the courses no text-books are required; but in others the instruction is based upon standard text-books, which the student must have in order to study the subject intelligently. Also, in such branches as sculpture, painting, chemistry, etc., the student must provide the necessary models, chemicals, and other materials. The cost, however, of the text-book or material needed in any course is small, seldom exceeding one or two dollars. It should be plainly understood that League members are not required to purchase supplies from the Exchange, unless they desire to do so. If preferred, these supplies may be obtained by the member in her own town or from any other source. The Exchange is simply for the convenience of the members who care to make use of it, and to them it guarantees the best quality at the lowest price.

The Woman's Exchange also maintains a general purchasing department, the services of which are free to all League members. It is planned further to enlarge, as rapidly as possible, the scope of the Exchange, so that it will find a sale for such articles as embroidery, leather work, and other products of League members (or their children) who are taking the courses in the Applied Arts and Crafts. Thus, members studying these courses will be able to earn a considerable income by spare-time work in their own homes.

## University City

University City, the capital city of The American Woman's League, where its great central institutions are located, is a separate municipality adjoining the best residence section of St. Louis. The finest part of University City is largely owned by the officers of The Lewis Publishing Company, who are also the principal officers of University City. Here are located the buildings of The American Woman's League and The Lewis Publishing Company, representing a total investment of more than \$1,500,000.

No more fitting location and surroundings could be conceived for the capital city of this vast organization, which stands for all that is highest in American educational and social life. The Art Academy, erected at a cost of \$125,000, is an imposing and perfect example of the Roman type of architecture. It is the first of a group of six magnificent buildings which will house the graduate schools of The Peoples University. Adjoining the Art Academy are the beautiful and unique executive building of the League, the immense press-room of the Woman's Magazine, and the massive Egyptian-like structure in which is the press of The Woman's National Daily—the largest press in the world.

The plan of having the successive classes of honor students in sculpture, decoration, landscape gardening, floriculture, engineering, etc., spend a year in improving and developing University City, will veritably fill the capital city of the League with handsome buildings, statues, fountains, tablets and monuments, making it a national center of civic beauty and inspiration.

## How to Become a League Member

There are two classes of members, Beneficiary, and Honorary.

Beneficiary membership may be obtained by any woman of the white race, and entitles the holder to all rights and benefits of the League, including the right to vote in National and Local Chapter elections.

Honorary membership may be obtained by any man of the white race, and entitles the holder to all rights and benefits of the League, with the exception of the right to vote in National and Local Chapter elections.

There is no age limit for either beneficiary or honorary members. The requirement for membership is the same for both beneficiary and honorary members. Membership may be obtained in two ways:

(1) Anyone desiring to become a member without the  
**Requirement for** payment of any money may do so by securing, within one  
**Membership** year, subscriptions to any magazines or periodicals (except newspapers) published in the United States, until a total credit of \$52 has been received on the membership. Renewals count the same as new subscriptions. Subscriptions to the magazines which assist the League by allowing it 50% commission and giving it free advertising space, are credited on the membership for the full subscription price. These magazines on which members receive full credit are known as Class A magazines and are listed on Page 48. Subscriptions to magazines not on this Class A list are credited on the membership for only one-half of the subscription price.

(2) Anyone who does not want to secure subscriptions may pay cash for a membership; under this plan, the entire \$52 may be sent at once or \$1 or more may be remitted each week until the full amount has been paid. For every dollar thus paid on the membership, a Subscription Certificate is issued. Each Certificate is good for its face value (\$1) in payment of subscriptions to any Class A magazines, when returned to the League any time within two years. These Certificates may be sold or given away by the member, or may be used to pay for her own new or renewal subscriptions to Class A magazines.

As soon as anyone has received the credit of \$52 for getting subscriptions or has bought \$52 worth of Subscription Certificates, she (or he) then becomes a member of The American Woman's League. There are no further dues, assessments, payments, or efforts of any kind required. **Rights of** Membership is for life and entitles the holder to all the benefits and  
**Membership** privileges of the League, including the right to free instruction at any time in any of the courses of The Peoples University and affiliated schools. Members may take as many of these courses as desired; there is no limit whatever. Minor children of both beneficiary and honorary members are also entitled to free instruction in The Peoples University and affiliated schools (under the rules of the League, a minor child is one under twenty-one years of age, regardless of sex).

Every applicant for membership must sign the regular membership application blank and send it to the League, with a first payment of \$1 or more for

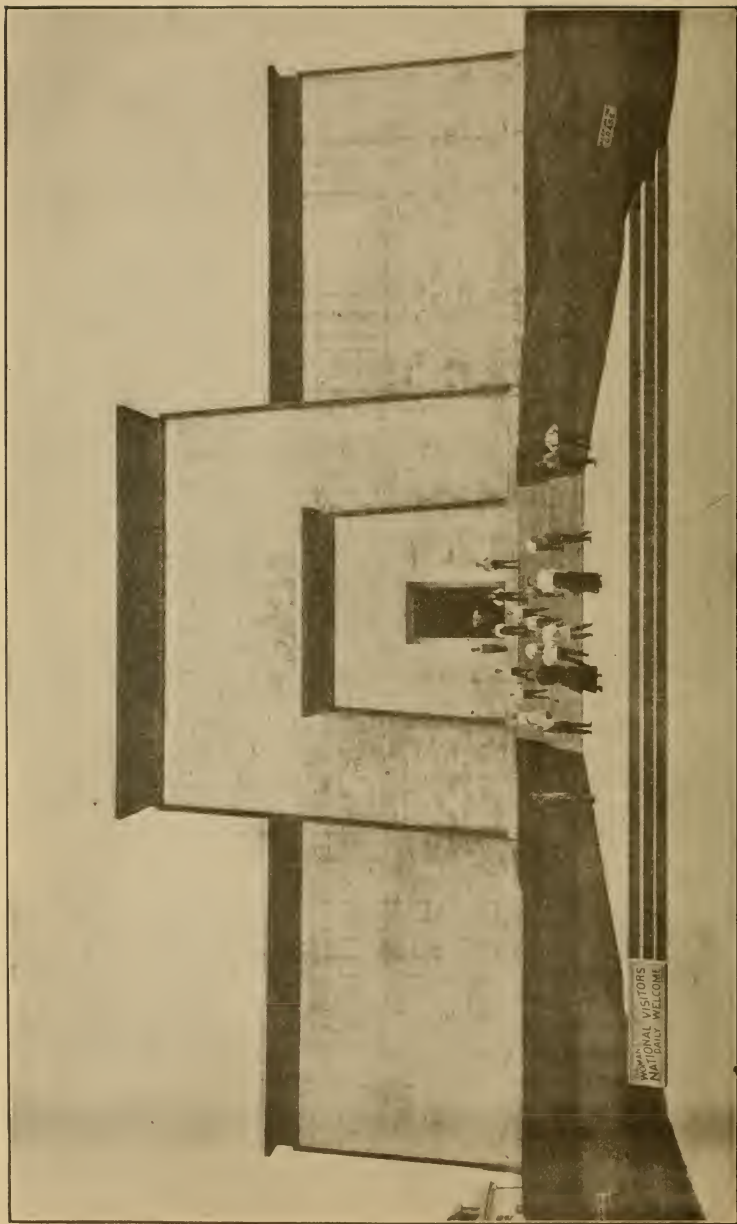
subscriptions or Certificates. As soon as your application is received, full information and helpful suggestions for completing the membership are given you. If, after making application, you desire to withdraw it for any reason, you may do so at any time before the completion of your membership and you will receive in cash one-fourth of the amount credited.

The fact that subscriptions may be secured for practically every magazine published in the United States, makes it possible for you to obtain a membership in a few hours of your spare time, without the expenditure of a single dollar. You do not have to solicit subscriptions in the ordinary sense of the word, for you are not required to persuade anyone to subscribe for any particular publications. All you need do is to ask your friends to give you their renewals or new subscriptions to the magazines which they wish to read. The Subscription Certificates, of course, make it easy for anyone to pay cash for a membership, if this method is preferred.

On the total subscriptions secured or paid for by each member, a profit of \$26 is made by the League, which makes a commission of 50% (one-half) on all subscriptions it receives to the Class A magazines, and a somewhat smaller commission on the other magazines. This \$26 profit on each membership is placed in the treasury of the League and used for the benefit of the entire membership in conducting the University, erecting and maintaining the chapter houses, and for all other necessary purposes.

In addition to this original profit of \$26, the League also receives the same percentage from the renewals of the subscriptions originally secured by each member. Experience proves that about one-half of these subscribers voluntarily renew, so that each member sets in motion a force that yields the League a regular income every year, for an indefinite number of years, entirely in addition to the original profit of \$26. The member herself has nothing whatever to do with getting these renewals, as her part is wholly done when the \$52 credit is secured or the Certificates bought; these renewals are obtained through the regular paid organization maintained by the League in connection with its Local Chapters throughout the country.

The League's income has already reached a rate of several million dollars a year—and this is only the beginning. The membership requirement is such that the League eventually receives more money (by means of its profit on renewals and new subscriptions) through each member than if she were to pay in cash several times \$52. The most convincing evidence that the revenue of the League is amply sufficient for all its purposes, is the fact that it actually is giving its valuable benefits to its thousands of members and is constantly adding to these benefits. Through no other means than the securing of subscriptions could its enormous, automatic, and continuous yearly revenue be created. This is why the League can give far greater proportionate benefits than any other organization or educational institution. At the same time, the membership itself in reality costs the member nothing, as the subscriptions for the magazines at their regular prices are the only things paid for.



Woman's National Daily Building, of The Lewis Publishing Company; Built of Concrete and Faced with Polished White Marble.  
Size 200 by 85 feet. Cost over \$200,000.



## The Lewis Publishing Company

Capital, \$3,500,000 (full paid)

The Woman's National Daily  
The Journal of Agriculture

The Woman's Farm Journal  
The Woman's Magazine

Palette and Bench  
Beautiful Homes

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The Lewis Publishing Company, as the founders and sponsors of The American Woman's League, retains in its hands the full responsibility, organization, and control of the League plan until the formal ratification by the League membership of the final plans and trust agreement. The associated (Class A) publishers are represented by a committee of their number selected by vote, this committee advising and assisting the officers and trustees of the League. At the time of the organization of the League, subscriptions to the publications of The Lewis Publishing Company alone were accepted; but so rapid was the growth of the League and so unmistakably did it offer to the women of the country the very opportunities which they had long been eager to gain, that its scope was enlarged to include over a hundred leading publications.

The Lewis Publishing Company today publishes approximately 10,000,000 copies per month of its different publications, the circulation of which is so vast and wide-spread that there is not a postoffice in the United States having fifty English-speaking families in which there is not at least one subscriber. Its publishing plants and equipment alone represent an investment of \$1,500,000, and its pay-roll is approximately \$1,000,000 a year. The equipment, facilities, and organization of such an institution are manifestly a prime factor to the League plan in the conduct of its great University and the production of its vast volume of printed matter.

## The Peoples Savings Trust Company

Preliminary Paid-up Capital, \$376,500, Surplus and Profits, \$234,247.23; to be increased to a Capital of \$5,000,000 and a Surplus of \$3,000,000

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In addition to affording members of the League a great central savings and trust institution, The Peoples Savings Trust Company becomes under the trust agreement of the League, the trustee for all its real property and its endowment or reserve funds. Pending the organization of the League, a detailed statement and accounting of all disbursements and income on account of the League, is rendered to the Board of Directors of the Trust Company at regular periods. With the accumulation of a reserve or surplus by the League, these funds become trust funds to be administered and invested by the Board of Directors of the Trust Company as Trustees for the League members, who become the beneficiaries under the terms of the trust agreement.

The Trust Company, as the central fiduciary institution, renders a wide service to members in many departments and constitutes a powerful monetary force, able to render to the whole organization the necessary financial machinery, and to return ample compensation in the form of deposits, rediscounts, and other services to local banking institutions which the Local Chapter membership may desire to favor.

## Class A Magazines

The magazines listed below are known as Class A magazines. Subscriptions to these magazines count on a membership in The American Woman's League for the full subscription price. Subscriptions to magazines which are not on this Class A list count on a membership for only one-half of the subscription price. For example, if you send \$1 for a subscription to The Woman's National Daily, which is in Class A, you will be given a credit of \$1 on your membership towards the total \$52 credit required; but if you send \$1 for a subscription to some magazine which is not on this Class A list, you will be given a credit of only 50 cents on your membership.

All magazines must be paid for at their regular subscription prices; cut rates, clubbing offers, or premiums cannot be secured through the League. Renewals count the same as new subscriptions. Your own subscriptions count on your membership. Subscription Certificates are good in payment of subscriptions to Class A magazines only. All magazines on this list are issued monthly except where otherwise stated.

ART.		Per year
Fine Arts Journal, Chicago, Ill.....	\$3.00	
International Studio, New York City.....	5.00	
Palette and Bench, University City, Mo.....	3.00	
AUTOMOBILE.		
Motor Era, Atlanta, Ga.....	\$1.00	
Motor Field, Denver, Colo.....	1.00	
BUSINESS AND COMMERCIAL.		
Advertisers' Magazine, Kansas City, Mo.....	\$1.00	
Advertising World, Columbus, O.....	.35	
Banker and Investor Magazine, New York.....	1.50	
Beach's Magazine of Business, Detroit, Mich.....	.25	
Business America, Philadelphia, Pa.....	1.50	
Opportunity, Chicago, Ill.....	.50	
Phonographic World, New York City.....	1.00	
Postal Service Magazine, Indianapolis, Ind.....	1.00	
Profitable Publicity, Utica, N.Y. (semi-monthly).....	1.00	
Progressive Stenographer, Baltimore, Md.....	1.00	
Real Estate News, Chicago, Ill.....	2.00	
Business Philosopher, Libertyville, Ill.....	2.00	
Stenographer, Philadelphia, Pa.....	1.00	
EDUCATIONAL.		
American Education, Albany, N. Y.....	\$1.00	
American Educational Review, Chicago, Ill.....	1.00	
Correct English, Chicago, Ill.....	1.00	
Progressive Teacher, Nashville, Tenn.....	1.00	
Westland Educator, Lisbon, N. D.....	1.00	
EMBROIDERY AND NEEDLEWORK.		
Embroidery Magazine, New York City (quarterly).....	\$ .50	
Home Needlework Magazine, Florence, Mass., (bi-monthly).....	.75	
FARM AND POULTRY.		
Campbell's Scientific Farmer, Lincoln, Neb.....	\$1.00	
Farm, Stock & Home, Minneapolis, Minn. (semi-monthly).....	.50	
Live Stock Journal, Chicago, Ill. (weekly).....	1.00	
North Dakota Farmer, Lisbon, N. D.....	.50	
Orchard & Farm, San Francisco, Cal.....	1.00	
Pigeons, Peotone, Ill.....	1.00	
Poultry, Peotone, Ill.....	1.00	
West Virginia Farmer, Morgantown, W. Va., (semi-monthly).....	.50	
Woman's Farm Journal, University City, Mo.....	.25	
FICTION.		
Black Cat, Boston, Mass.....	\$1.00	
Lippincott's Magazine, Philadelphia, Pa.....	2.50	
Smart Set, New York City.....	3.00	
Young's Magazine, New York City.....	1.50	
GENERAL HOME MAGAZINES.		
Success Magazine, New York City.....	\$1.00	
INTERIOR DECORATION.		
Beautiful Homes, University City, Mo.....	\$ .50	
House Beautiful, Chicago, Ill.....	3.00	
JUVENILE.		
American Boy, Detroit, Mich.....	\$1.00	
Boys' Magazine, Smethport, Pa.....	1.00	
Children's Magazine, Salem, Mass.....	1.00	
Children's Star, Washington, D. C.....	1.50	
Little Folks, Salem, Mass.....	1.00	
LITERARY		
American Home Journal, Dallas, Texas.....	\$1.00	
Independent, New York City (weekly).....	3.00	
Metropolitan Magazine, New York City.....	1.50	
Pacific Monthly, Portland, Ore.....	1.50	
Pearson's Magazine, New York City.....	1.50	
Progress, the Ohio Magazine, Columbus, O.....	.75	
Review of Reviews, New York City.....	3.00	
Saturday Times, Chicago, Ill. (weekly).....	2.00	
Simmon's Magazine, New York City.....	1.00	
Sturm's Magazine, Oklahoma City, Okla.....	1.50	
Sunset Magazine, San Francisco, Cal.....	1.50	
Taylor-Trotwood Magazine, Nashville, Tenn.....	1.50	
Travel Magazine, New York City.....	1.50	
World To-day, Chicago, Ill.....	1.50	
MEDICAL.		
Am. Jl. of Clinical Medicine, Chicago, Ill.....	\$2.00	
Interstate Medical Journal, St. Louis, Mo.....	2.00	
Journal-Record of Medicine, Atlanta, Ga.....	1.00	
Lancet-Clinic, Cincinnati, O.....	3.00	
Medical Summary, Philadelphia, Pa.....	1.00	
NEWSPAPERS (Daily)		
Daily Mining Record, Denver, Colo.....	\$5.00	
Woman's National Daily, University City, Mo.....	1.00	
(POPULAR) TECHNICAL PUBLICATIONS.		
Popular Electricity, Chicago, Ill.....	\$1.00	
Technical World Magazine, Chicago, Ill.....	1.50	
WOMEN'S PUBLICATIONS.		
American Motherhood, Cooperstown, N. Y.....	\$1.00	
Cooking Club Magazine, Goshen, Ind.....	1.00	
Everyday Housekeeping, Salem, Mass.....	.50	
Housewife, New York City..... (3 years, \$1.00).....	.35	
L'Art de la Mode, New York City.....	3.50	
Modern Priscilla, (Fancy-work) Boston, Mass.....	.75	
Mothers' Magazine, Elgin, Ill.....	.50	
Paris Modes, New York City.....	.50	
Pictorial Review, New York City.....	1.00	
Progressive Woman, Girard, Kan.....	.50	
Table Talk, Cooperstown, N. Y.....	1.00	
Woman Beautiful, Chicago, Ill.....	1.00	
Woman's Farm Journal, University City, Mo.....	.25	
Woman's Magazine, University City, Mo.....	.50	
Woman's National Daily, University City, Mo.....	1.00	
TRADE PUBLICATIONS.		
American Food Journal, Chicago, Ill.....	\$1.00	
American Paint & Oil Dealer, St. Louis, Mo.....	1.00	
Furniture Industry, Evansville, Ind.....	1.00	
Illustrated Milliner, New York City.....	3.00	
Inland Grocer, Cleveland, O.....	2.00	
Modern Painter, Chicago, Ill.....	1.00	
National Contractor and Builder, Baltimore, Md.....	1.00	
MISCELLANEOUS.		
Amateur Sportsman, New York City.....	\$1.00	
American City, New York City.....	1.00	
Aquarius, Niagara Falls, N. Y. (bi-monthly).....	.25	
Columbus Medical Journal, Columbus, O.....	1.00	
Democracy, New York City (weekly).....	1.00	
Florida Review, Jacksonville, Fla.....	2.00	
Gateway, Detroit, Mich.....	1.00	
Health, New York City.....	1.00	
Health-Culture, Passaic, N. J.....	1.00	
Life Line Magazine, Boston, Mass.....	.50	
Music News, Chicago, Ill. (weekly).....	2.00	
Nautilus, Holyoke, Mass.....	1.00	
New Amstel Magazine, Wilmington, Del.....	1.00	
Progress Magazine, Chicago, Ill.....	1.00	
Rotary, Lisbon, N. D.....	.50	
Stellar Ray, Detroit, Mich.....	1.00	
Swastika Magazine, Denver, Colo.....	1.00	
Vegetarian Magazine, Chicago, Ill.....	1.00	
Welcome News, Chicago, Ill.....	.25	
Western Review, Chicago, Ill.....	1.00	
Western World, Denver, Colo.....	1.00	

One copy del. to Cat. Div.

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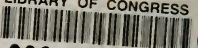






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